

WAR DECLARED!

About one year ago when we opened our store we declared war on the high prices paid in Wetaskiwin by the Consumers. The battle is won, and goods can be bought cheaper in Wetaskiwin than in any town on this line of railway.

DRY GOODS

A FUR FLURRY

We have them, dainty and warm, although we have had to repeat our first order.

Necklets, Collarettes, Capes, fur gauntlets, mitts, etc, in Persian Lamb, Australian Sable, Siberian Marten, all of choice skins, prices from \$2.50 up.



SKIRTS

A job line at \$1.50, worth \$2. All sizes in waist, all lengths. They will sell fast, come quickly.

DRESS GOODS

Double width suitings at 25c per yard; better qualities at 50c, 75c, \$1 and \$1.50. Christmas handkerchiefs at 5c, 10c, 15c, 20c and up.

Pleeced underwear, 15c to \$1.35. Flannelette from 4 to 15c.

BLOUSES

New York productions, latest Paris styles, for evening wear and all special occasions. New silk and chiffon blouses in patterns, this line obtainable only from us.

MILLINERY

Just right in every particular. Prices cut almost in two:—3.90 for 2.25, 2.25 for 1.25, 9.00 for 6.00, 9.00 for 5.00.

Our Lace Collarettes, stock collars, stoles, belts, ribbons, laces, etc., in styles that cannot be outvalued in any of the large cities.

Linen department—Direct importations, old country goods at jobbers prices. A large range of household linens, table covers, napkins, towels, counterpanes, and all other requisites.

Nobby, Natty

CLOTHING

Tailor-made suits. We have them. Not the class you see in every store, but the best class and seen only in the best stores. We carry the "Sure to Fit" brand and the "Piccadilly brand."

We sell clothing cheaper and better than you will find in any store west of Winnipeg.

See our suits at \$9. See our suits at \$16. We have the cheap lines sold in other stores at \$5, our price \$9.50 per suit.



HARDWARE

Some very desirable XMAS PRESENTS in this department.

Henry Boker and Alf Field's Cutlery, ivory, bone handled pocket knives, from 15c to \$2.

Fancy Sets of Carvers and Zenith Scissors, silver plated knives, forks and spoons. Fancy hanging and stand lamps from \$1.75 to \$10, also a large assortment of glass lamps from 35c to \$1.

Henry Boker and Star Skates, lady and gent's hockey and fancy, from 75c to \$2.25.

22 rifle Steven's Crack Shot and Favorite, also Flobert's and New Century, from \$5 to \$8.

We are Headquarters for BOOTS and SHOES Toys and Fancy Goods.

We this week found in our mail a letter addressed "Santa Claus, care of Fowler, Murdoff & Breen."

Suggestions for Santa Claus from our Toy Department.

For 10c EACH

Rattles with trumpet, blocks, trumpets, tea sets, fancy tin cups, fancy tin plates, pig money boxes, safes, cream jugs, mugs nicely decorated.

15c—Fancy and plain large rubber balls, extra fancy rattles, large tea sets, horses and wagons, omnibuses, pin trays, child's brooms, child's dust pans.

20c—Glass cream pitchers, puzzle blocks, fancy ornamented vases, whisks.

25c—Extra large painted rubber balls, picture puzzles, trumpets, large cups and saucers, match boxes, child's brooms, fancy whisks, trains of cars.

30c—Glass syrup jugs, child's large tea sets, pretty pianos, etc.

FOR 35c—Child's cruets, 15 different kinds of vases, child's guns, swords, automobiles, purses, blocks, China candle sticks, vinegar bottles, tool sets.

Hundreds of other articles to choose from. Remember we have the best toy display west of Winnipeg.



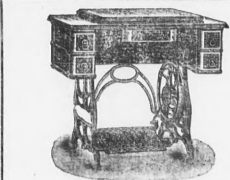
25c
35c
40c
50c
60c
GROCERY
Direct import from England—Dinner sets, tea sets Royal Blue pattern, the best value in dishes we have ever had. Portridge sets at 35c. Water sets from 1.00 to 4.00.

FUR COATS

For men, from \$13.50 to \$50. But we have a coat at \$24.50 for which we offer \$100 in cash to any person who can match its value in any other store here.

Fur Coats for Women

See our \$28 ladies' black fur coat, same as others sell at \$30 and \$35.



Gent's Ties and Mufflers—Ties in great profusion and artistic colors, from 15c to \$1; our special at 35c is a beauty. Mufflers—We have the Ways Muffler, the best cold protector on the market. Scarfs from 25c to \$1.75.

CARPET DEPARTMENT

We have a number of remnants of carpet that would make splendid mats; you can have these at half price, \$1 for 50c, 75c for 35c, 50c for 25c.

RUGS

Floor beauty—Better buy a small rug for a bad spot in the carpet. Covers the bad spot and puts in a touch of brightness that beautifies the room. A beauty at \$1 and up.

Make Sensible, Serviceable Christmas Gifts.

FOUR POINTS in favor of wearing our Footwear.

1. All goods are made of solid leather or best quality felt.

2. Every seam strengthened where we think it necessary.

3. Every shoe is examined by an expert before being put into stock and if imperfect in any detail is returned to the factory.

4. They outwear other shoes at the same price.



Ladies' Felt Slippers—Romero cut, in fawn, red and black, felt insoles and flexible outsoles, price \$1.25.

Also a splendid line at 4c pair.

Men's Slippers—Made of plush with leather back, at 85c. Men's Comfort slippers, made of knit alligator leather, excellent value at \$1.00 per pair.

Children's felt slippers with felt soles, for house wear, 25c pr.

Just in for boys, a felt lined boot, made just like the men's, warm and durable, \$1.85 per pair. Our Record—4500 pairs of rubbers, shoes this season.

GROCERIES

Table Triumphs—We collect the best things for table use, whether Canned, Cooked or to be prepared for your meals.

Mince Meat, Lemon, Orange and Citron Peel, Nuts of all kinds,

Blue Ribbon Tea, 35c. lb.,

TRY OUR COFFEE AT TEN CENTS A LB We are Sole Agents for

LAKE OF WOODS 5 Roses Flour, Hungarian Patent at \$2.65.

Tetley's Teas can only be obtained from us BON-BONS—Palatable delights, from 20c to \$5 per box. Eating Figs, London Layer Raisins, Seedless Raisins, Malaga Grapes, Japanese Oranges, Cranberries.

For Xmas Presents—Fancy Pipes and Pouches, Cheroots and Cigars.

LAMPS

A lamp that gives a bright light and looks pretty, for a low price.

Made to illuminate the room to the best advantage and to prevent breaking of chimneys.

we have them from 40c to \$5.



FURS WANTED.

Fowler, Murdoff & Breen
"The Big Supply House."

WANTED:
Two Car Loads of Eggs and 500 bushels Potatoes.